

# CHULA VISTA POLICE DEPARTMENT

## BUILDING A SAFER FUTURE

### SUMMARY & ANNUAL REPORT

2004





## MISSION STATEMENT

We will enhance the quality of life in our city by:  
Providing a proactive and professional level of police service that ensures public safety through integrity, commitment, and trust, while managing resources effectively.

## POLICE OFFICERS OATH

"...without any mental reservation, or purpose of evasion; that I will well and faithfully discharge the duties of the position of Police Officer upon which I am about to enter."



## CHIEF'S MESSAGE

It is with great pleasure that I present the Chula Vista Police Department's 2004 Annual Report. This is a document that serves as a journal of our accomplishments and challenges over the past year.

In 2004 the CVPD engaged in a paradigm shift, one that saw us move into the future, literally; from our old building to the much-anticipated modern structure we now call home. I'm happy to report the move was well planned, well supported and well executed and it was an enjoyable transition from the past to the future. Many CVPD retirees joined in the celebrations surrounding the transition to our new facility. The blend of current and former employees defined the traditions that support this organization.

This 150,000 square foot state-of-the-art facility is, without a doubt, the finest in the region. It also stands as a testament to the strong community and City Council support of the project and this police department. This new facility has enhanced and upgraded our operations in every way and will serve the needs of the community for many years to come.

I am proud to report that at the same time we were involved in that massive transition, the fine men and women of the Chula Vista Police Department carried on with their duties to serve the community with the highest level of public safety and customer service possible.

As we look back on 2004 there were many successes attributed to the work of the members of the Chula Vista Police Department. The Cold Case Homicide Team was able to present three formerly unsolved murder cases to the District Attorney. Arrests have been made and preparation for trial begins. Overall crime rates continue to drop as our enforcement, education and prevention strategies address both crime and quality of life issues. The patrol officers involved in the Institutionalizing Problem Analysis program have shown the community that working together has benefits for the public as well as the police.

As we continue to live in the post 9-11 era, communities and their public safety agencies have developed a greater understanding of the issues we will face during the remainder of this decade and forward. The day-to-day working relationships developed by both patrol and school resource officers continues to show the community that working together to address crime and disorder is the way to shape the future world, one community at a time.

Over the years, the Chula Vista Police Department has been fortunate to receive overwhelming support from the community and from the City Council. That strong support, coupled with the professionalism and dedication of the men and women who make up this Police Department, assures that whatever challenges the future may hold, Chula Vista will rise to those challenges and serve as a leader in San Diego County Public Safety. Thank you for your continuing support and partnership.

I hope you enjoy reviewing this report. And please, consider this an invitation to call and schedule a tour of our new home.

*Richard P. Emerson*



## THE NEW CHULA VISTA POLICE DEPARTMENT

The new Chula Vista Police Station is located at 315 Fourth Avenue in the heart of downtown Chula Vista. The state-of-the-art building is a major improvement in the department's ability to serve the public. Built at a cost of 63 million dollars, it was the first government structure in Chula Vista to be constructed using the design-build concept. It came in under budget and on time. Ground was broken on the project on April 15, 2002. Twenty-three months later on March 14, 2004 the first roll call took place. The ultra modern structure is the finest law enforcement facility in the region and is built to meet present and future needs.



### Facility Features:

- Inviting outer courtyard
- Officers Memorial wall
- 25 Year Dedication wall
- Attractive new lobby
- Spacious Community Room
- Inclusive inner courtyard
- Forensic Crime Lab
- State-of-the art Police and Fire Dispatch Center
- High Tech conference rooms
- High Tech training classroom
- Technology Center
- Indoor "lead-free" firing range
- Expansive evidence warehouse
- Men and women's locker rooms
- Three-tiered parking structure
- Energy efficient construction and operation
- Computerized report writing stations
- Physical fitness training room

## 46-BED HOLDING FACILITY

The new Chula Vista 46-bed holding facility and its innovative Computer Jail Management System, has given the Department the ability to take its law enforcement capabilities to a higher level.

There are several benefits to housing suspects in-house. First, it allows the jailing of misdemeanants who would otherwise have been released during those times when County Jail facilities are full. This allows officers to more assertively enforce quality of life violations.

Second, having an in-house jail cuts down significantly on the transportation time it used to take to move suspects back and forth between Chula Vista and County facilities. Significant time was spent on transportation and booking at county facilities, depending on volume.

Third, it allows immediate access to suspects by investigating CVPD detectives.

## MEETING FUTURE NEEDS: GRANT FUNDING

Meeting short and long term public safety needs requires foresight and planning. So, where do we go from here? In the next year the Chula Vista Police Department will be developing and implementing its "strategic plan" which will lay out department needs and goals for the next five years.

In short, Strategic Planning is defined as the process of determining an organization's long and short-term goals, then identifying the best approach for achieving those goals. One of the driving issues behind the development of our plan will be the city's ongoing growth, and the impact on public safety.

The city's population is expected to increase by 10,000 people a year for the next 10 years. That will bring increased traffic, changing demographics, emerging crime, increasingly complex Homeland Security challenges and new technology that will drive the public safety issues of tomorrow.

In the coming year we are committed to provide and implement that strategic roadmap that will prepare the organization for the challenges ahead as we strive to protect today and assure the future of public safety in Chula Vista.

## CURRENT FUNDING

The U.S. Department of Homeland Security has awarded funds from the Urban Area Security Initiative (UASI) to help first responders across the nation prevent, respond, and recover from potential acts of terrorism and other potential disasters. These funds have allowed the Department to purchase personnel protective equipment, which includes chemical resistant suits, gas masks, gloves, and boot covers.

In collaboration with South Bay Community Services (SBCS), the Department was awarded grant funds from the Office of Emergency Services to enhance the Domestic Violence Response and Advocacy Team (DVRT). This grant allowed two full-time SBCS Advocates to work on-site at the Police Facility to provide more consistent and intensified follow-up services relating to domestic violence cases.

The California Seat Belt Compliance Campaign funded by the Office of Traffic Safety supported the Buckle-Up America national mobilization and became such a successful program that funding continued the following year for seat belt enforcement.

Funding sources from other agencies that the Department continues to receive include the California Border Alliance Group (CBAG), High-Intensity Drug Trafficking Area (HIDTA), Jurisdictions Unified for Drug Gang Enforcement (JUDGE), Regional Auto Theft Task Force (RATT), Narcotic Task Force (NTF), Bulletproof Vest Partnership (BVP), Supplemental Law Enforcement State Fund (SLESF) and Justice Assistance Grant (JAG).



## RESIDENT SURVEY: LISTENING

A recent survey of 5,000 Chula Vista residents gave high marks to the Chula Vista Police Department, according to the San Diego Association of Governments (SANDAG). The purpose of the survey was to assess resident perceptions of safety and also to help determine the Department's future priorities, programs and services. More than 1,500 residents, (31 percent of the recipients) responded to the survey which was available in either English or Spanish, and, for the first time, could be completed on-line.

The top three concerns for residents were speeding vehicles, vehicles running red lights, and identity theft. Residents indicated they felt safer during daylight hours than they do at night, but overall residents said they felt more safe either time of day, than in previous surveys. For the third consecutive survey, the majority of residents (9 in 10) reported being satisfied or very satisfied with the services of the Chula Vista Police Department. The survey was also conducted in 1997 and 2000. The Department will now conduct this survey on an annual basis.

For the complete survey results, please visit the CVPD website at [www.chulavistapd.org](http://www.chulavistapd.org).

## COMMUNITY RELATIONS UNIT: BUILDING BRIDGES

The Community Relations Unit has completed its most successful year to date. The primary mission of the unit is to "increase the community's confidence in the police, and increase police responsiveness to the community, by sharing concerns, perspectives, ideas and solutions."

During the year CRU responded to 268 community inquiries that came to our Department from our web site, and an additional 156 inquiries from other sources. The staff of three represents the Department at many special events.

CRU assisted the Public Works Department in developing an improved citywide graffiti eradication process that will be implemented in 2005. Our Crime Free Housing Program trained managers from 26 apartment complexes on the "crime-free multi-housing" approach to crime and disorder reduction in apartment communities.

The CRU staff made more than 70 crime prevention presentations to community members and hosted more than 2000 community residents for tours of the new police building. CRU also presented two sessions of our highly acclaimed Chula Vista Police Department Citizen's Academy, graduating 29 citizens. New for 2005 will be our first-ever Citizen's Academy for juveniles.

## POLICE SUPPORT SERVICES: THE PROCESS

The Police Support Services Unit made a successful transition to the new police facility in March 2004. The four public records counters, designed to provide records related assistance, and a lobby counter to assess the needs of visitors have enabled PSS staff to provide an increased level of customer service in our new facility. With the expansion of the Police Cadet program this year, we are able to provide expanded services for both our internal and external customers.

In order to facilitate the movement and accessibility of crime and arrest reports throughout the building, PSS staff implemented Laserfiche in January 2004. Laserfiche, a document imaging system for the routing, viewing, printing and on-line storage of documents, has become an integral part of the police department's records management process. This software has led to a tremendous increase in department efficiency.

## ANTI-BULLYING PROGRAM: TEACHING RESPECT

In 2002, the Chula Vista Police Department, Chula Vista Elementary School District and Chula Vista Coordinating Committee was awarded a \$325,000 grant from the California Department of Education and the Office of the Attorney General to address the issue of "bullying" in schools. Within the Chula Vista Elementary School District three schools participated: Harborside Elementary School, Otay Elementary School and Vista Square Elementary School. Community partners included Beacon Family Resource Center, Open Door Youth Family Resource Center and Rayo De Esperanza Family Resource Center. Goals for the project include reducing the level of victimization for students being bullied, as well as reducing the number of students exhibiting bullying behaviors.

A core component of the program includes surveying students on the frequency of bullying occurring, the types of bullying taking place, as well as the locations of the bullying. In 2004, analysis was conducted on the first two years of data. The data indicated a 26% decline in the number of students who said they were bullied once a week or more. The importance of this program can be illustrated by studies which indicate that approximately 60% of boys who were characterized as bullies in grades six through nine had at least one conviction by the age of 24, and as much as 35-40% of the former bullies had three or more convictions by the age of 24.

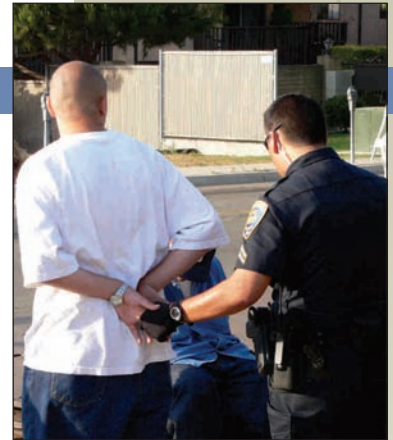


## REDUCING MOTEL PROBLEMS: GUIDE PUBLISHED

Not all budget motels pose problems with crime and disorder. However, in a number of communities, including Chula Vista, some motels generate excessive numbers of service calls and require significant police resources. Frequently problem motels are hot spots for both nuisance activity and more serious incidents, such as robbery, domestic violence and sexual assault. In addition, problem motels inhibit nearby economic redevelopment and reduce the number of safe, clean lodging units available for tourists and travelers.

The Chula Vista Police Department's Research and Analysis Unit, under the leadership of Analyst Karin Schmerler, was instrumental in developing a first-of-its-kind guide for police, addressing chronic problems at budget motels. It was published by the U.S. Department of Justice. Disorder at Budget Motels is number 30 in the Problem-Oriented Guides for Police Series. It provides information on the nature and causes of crime and disorder at motels, as well as effective ways of reducing those problems. The guide draws heavily on the work of many members of Police Department, as well as research conducted by California State University, San Bernardino on behalf of the CVPD.

The guide is available at [www.cops.usdoj.gov/mime/open.pdf?Item=1422](http://www.cops.usdoj.gov/mime/open.pdf?Item=1422). A toolkit sponsored by the Police Department to accompany the guide is available at [www.chulavistapd.org/motels/](http://www.chulavistapd.org/motels/).



## CRACKING DOWN ON IDENTITY THEFT: EMERGING CRIME

In 2004 the technology boom continued around the world and Chula Vista served as a microcosm of the rise in techno-crooks. In 2004 Chula Vista Police detectives uncovered leads to the largest identity theft ring ever prosecuted in the State of California. The case cracked by the Chula Vista Police Department illustrates how sophisticated the schemes can be.

Would-be visitors to a Chula Vista campground were actually operating the nerve center of an identity theft operation out of the family-oriented facility. Chula Vista Police detectives were alerted to the two suspects after they used a stolen check to pay the rental fees for several cabins. A search of their rooms led to the recovery of hundreds of pieces of evidence of identity theft: military IDs, washed checks, stolen mail and forged California Drivers Licenses.

Based on that find Detectives obtained a search warrant that led to a massive identity theft ring operating within the South Bay, with victims who lived throughout the United States. Detectives conducted raids, identified 21 suspects, and arrested all but two who fled to the Philippines. All 21 were indicted.

## PATROL DIVISION: KEEPING YOU SAFE

The Patrol Division provides quality law enforcement to the residents and visitors to the City of Chula Vista 24 hours a day, seven days a week. This uniformed division embraces the concept of Community Oriented Policing and strives to further enhance its partnership with the community. Patrol division officers work 10-hour days, four days a week.

Supplementing the individual officers beat knowledge is the Tough On Crime (TOC) program. TOC develops information from calls for service and arrest data, as well as information from Officers and Detectives, and then utilizes crime-mapping techniques to depict a picture of what is happening throughout the city in a simple and concise manner. This information allows Officers to be more aware of crime within the city and assists officers and supervisors in making informed patrol decisions.

The move to the new building has enhanced our ability to provide effective quality service and will enhance our ability to serve the public in the coming years. The new police facility is equipped with cutting edge technology designed to allow officers to perform their tasks in less time so they can spend more time in the community. Upgraded report writing stations create a quiet, efficient area for the officers. Individual workstations for managers and supervisors allow them privacy to work on employee issues and the equipment needed to promptly identify and address areas of service delivery. The spacious, modern parking facility permits officers to transition quickly from station tasks to field operations. In short, the new police building has significantly improved the Patrol Division's ability to provide service to the community.



## TRAFFIC BUREAU ACCOMPLISHMENTS: TAKING IT TO THE STREETS

In response to community member concerns noted in the SANDAG Resident Survey, the Police Department has re-strategized traffic enforcement.

The following is a brief summary of the traffic citations issued. In the year 2002 the Police department issued 10,341 citations. In 2003 we issued 13,053 citations. In 2004 we issued approximately 15,300. There was a 48% increase in the number of citations written during that three-year time period.

The increase can be attributed to traffic safety grant projects, which are supported through the Office of Traffic Safety. Additionally, the Police Department has dedicated numerous hours of training to better prepare police officers to handle traffic issues.

This may have had a direct impact on the significantly reduced number of fatal accident deaths in the City of Chula Vista. In the year 2002 we had 20, in 2003 we had seven and in 2004 we only had five. The Police Department has supported these special traffic details by providing more officers to work the projects. Overall, this effort has been a huge success and we have made great strides in increasing traffic safety awareness and saving lives in our community.

## CVPD SPECIALIZED UNITS

- SWAT
- K9
- Mobile Field Force
- Special Investigative Unit
- Crisis Negotiating Team
- Narcotics Enforcement Team
- Street Team / Gang Suppression Unit



## CRIME LAB: SOLVING CRIMES WITH SCIENCE

On March 15, 2004, the process of moving thousands of Crime Laboratory items of evidence and property from the “old” Chula Vista Police Department facility to the new facility began. Examples of items moved included hundreds of guns, large quantities of illegal drugs, commercial size freezers and refrigerators filled with biological evidence, hazardous materials, impounded bicycles and skateboards.

This operation was scheduled to be completed within 11 eight-hour days. However, the entire evidence and property move, coordinated with professional movers, SWAT team and police security, and Crime Lab personnel was completed ahead of schedule, with the chain of custody preserved for all evidence at the end of the move.

The future for the “new” Crime Laboratory is bright. The intention is to add personnel and equipment to expand the forensic services offered by our laboratory. In the future the Chula Vista Police Crime Laboratory will continue to offer first rate C.S.I., latent print, and impression evidence services to the Police Department and community, and will also add top-notch capabilities in the area of drug analysis and increased sophistication in specialized areas of crime scene analysis.

The Crime Lab is in the process of qualifying for ASCLAD certification. ASCLAD is the American Society of Crime Lab Directors/Laboratory Accreditation Board. It is recognized as the gold standard in forensics certification. ASCLAD works to assist labs in putting in place practices and procedures required by accreditation to ensure an impeccable level of quality.



## PROFESSIONAL STANDARDS UNIT: RAISING THE BAR

The Professional Standards Unit ensures the department supports, promotes, and adheres to the highest standards in training, ethics, and professionalism.

In addition to recruitment, hiring and training of both sworn and civilian personnel, the unit is responsible for internal investigations and providing liaison to the City Attorney's office and Human Resources Department on issues regarding Civil Service, Risk Management, ADA, FLSA and FMLA.

### 2004 PSU Statistics

Total backgrounds conducted: 436

Total personnel hired: 117

Total personnel separated: 31

Total Sworn Backgrounds: 123

Total Sworn Hired: 20

Total Sworn Separated: 9

Total Civilian Backgrounds: 188

Total Civilian Hired: 72

Total Civilian Separated: 13

Total Temporary Backgrounds: 42

Total Temps hired: 25

Total Temps separated: 9

Total Volunteer Backgrounds: 83

Total Volunteers hired (approximate): 75



Two additional retired officers were recalled to duty as background investigators to meet increasing staffing needs.

With the new Police Facility, CVPD has increased in-house training to employees and become a host agency for conferences, seminars and training for other County, State and Federal agencies.

If you are interested in learning more about working for the Chula Vista Police Department, call the City of Chula Vista Human Resources Office at (619) 691-5096.

## VOLUNTEER PROGRAMS

- Reserves
- Senior Volunteer Patrol
- Explorers
- Equestrian Team
- Department Volunteers

## POLICE ACTIVITIES LEAGUE: GIVING BACK

**2004 Christmas Toy Drive:** The Police Activities League held its 11th annual Toy Drive during the month of December. PAL works in conjunction with the Chula Vista Elementary School District and Chula Vista Welfare Council to provide boxes that contain food, grocery gift certificates, and one toy per child for needy families. This holiday season 334 families were served, 825 children received toys.

**Scholarship Program:** The PAL Scholarship Program is now in its eighth year. It is designed to assist graduating seniors who desire the opportunity for higher education, but may not have the financial means to do so. So far 11 students are continuing their educations because of the PAL program.

**Sixth Grade Achievement Awards:** Also in its eighth year, PAL's Sixth Grade Achievement Award recognizes students who have overcome personal challenges and still achieved academic or personal excellence. This child may not be the "straight A" student, but someone who has overcome a learning disability, a physical challenge or some type of personal obstacle within their family or home life and still exhibits admirable scholastic achievement and citizenship. Upwards of 80 students per year are recognized with a plaque, a written biography of their achievement and a gift from a community member.



## DISPATCH: COMMUNICATING



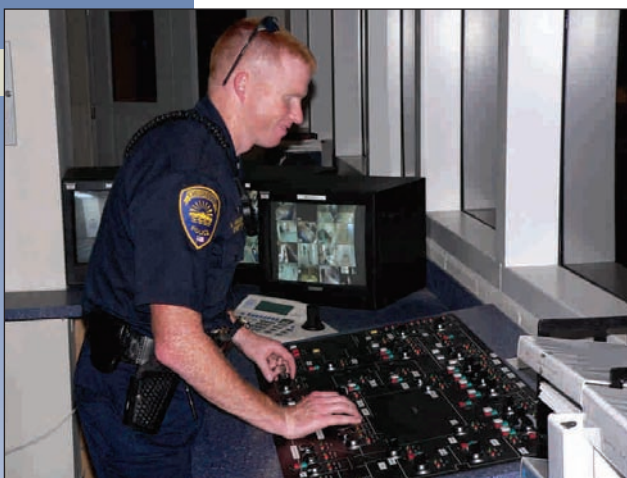
Police Communications is the glue that links the community to law enforcement, and law enforcement to itself. Early March 2004 saw the Chula Vista Police Communications Center embark on the massive and complicated task of relocating from 276 Fourth Avenue, to the new Police building at 315 Fourth Avenue.

After more than a year of detailed planning, radio consoles, the 911-telephone system, the Computer Assisted Dispatch computer network and the entire backroom infrastructure supporting these systems were deconstructed, moved and reconstructed. The physical move took two days and involved many vendors and technicians. The result: the critical systems connecting the public and officers in the field worked flawlessly.

Of equal importance during this time, working with Human Resources and the Police Professional Standards Unit, the Communications staffing level was brought up to 30 full time Dispatchers. This met

100% of the allotted staffing for the first time in many years.

This year has marked the beginning of a comprehensive Public Safety communications partnership in Chula Vista. The Police Department is now joined by the Chula Vista Fire Department Dispatch Center directly next door.



## TECHNOLOGY: INNOVATING

The Police Technology Unit moved to the new Police facility and into the office space designed specifically for setting up, testing and maintaining many of the electronic technologies within the Police Department. Staffed by one Police Lieutenant and one Technology Analyst, the unit has continued to research many of the proposed technologies being deployed around the country by vendors and other law enforcement agencies.

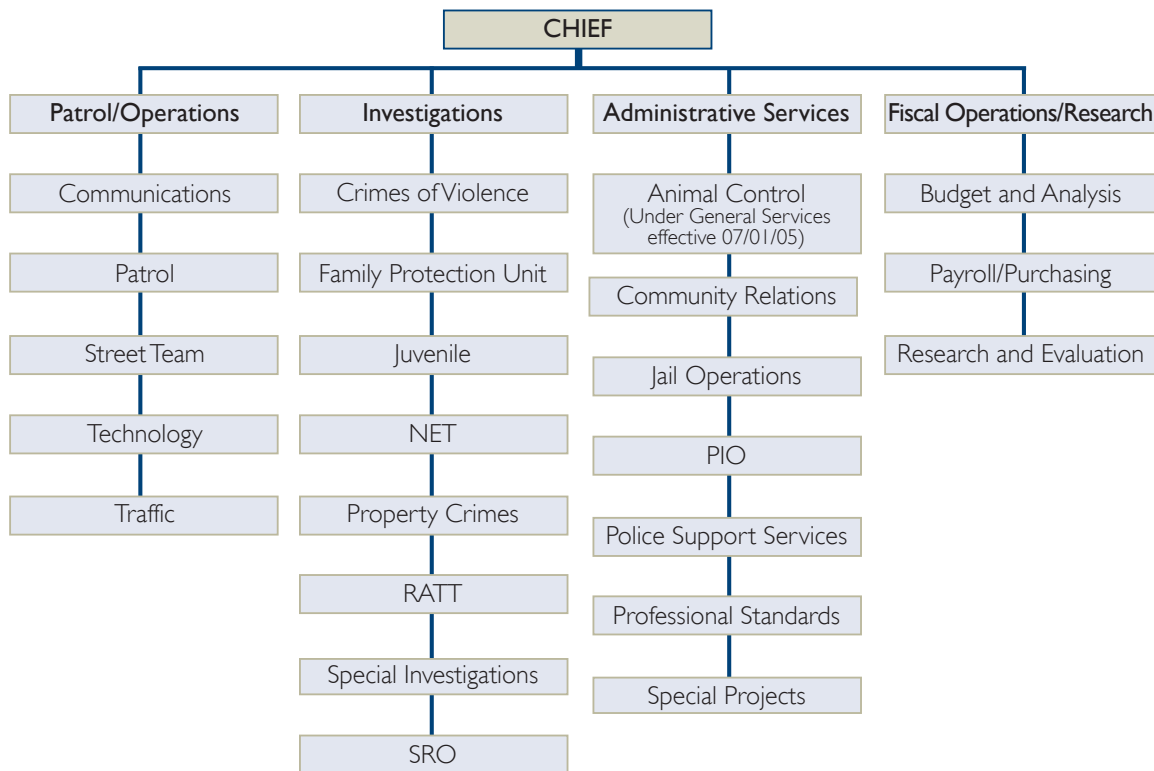
A major effort by this unit has been participation in a Broadband Wireless project involving the Department of Homeland Security and City staff. This project will integrate CAD (Computer Assisted Dispatch) capabilities in patrol cars, to GPS (Geo-stationary Positioning Satellite) to improve the placement of public safety resources. Both

of these critical software systems will allow various law enforcement agencies the ability to share critical information. A key goal is to acquire a wireless infrastructure to cover the City's footprint. Another major project is the review of a regional Law Enforcement Records Management System (RMS) and researching and identifying a reliable Automated Field Reporting (AFR) system.

## COMMAND STAFF

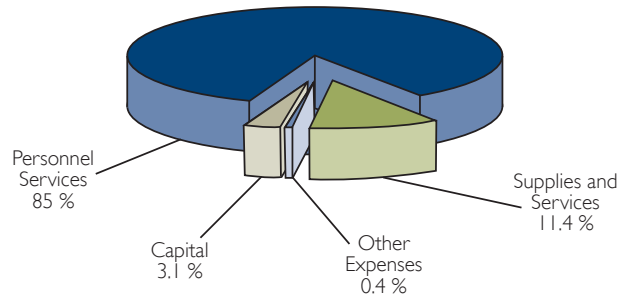
Richard P. Emerson, Chief  
 Jim Zoll, Assistant Chief (retired 10/01/04)  
 Ken Dyke, Captain  
 Leonard Miranda, Captain  
 Don Hunter, Captain (promoted 10/01/04)  
 Gary Wedge, Captain (promoted 10/01/04)  
 Ed Chew, Administrative Services Manager

## ORGANIZATION CHART

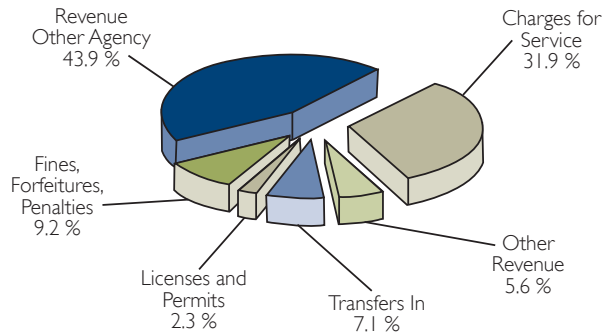


## CHULA VISTA POLICE DEPARTMENT BUDGET

Expenditures: \$37,942,488



Revenues: \$9,697,633



## COUNTY INDEX CRIME RATE RANKINGS (2004)

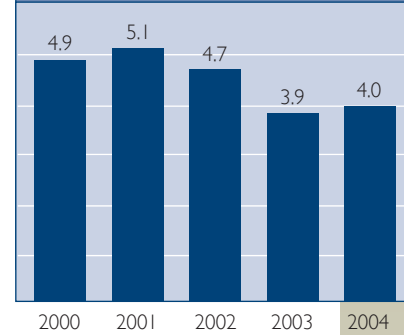
Rank	City	Rate	Rank	City	Rate
1	National City	57.1	13	Solana Beach	27.5
2	El Cajon	49.2	14	Coronado	26.4
3	Del Mar	46.1	15	Carlsbad	26.2
4	Escondido	45.0	16	Lakeside	26.2
5	La Mesa	43.0	17	San Marcos	25.9
6	Lemon Grove	42.2	18	Santee	25.9
7	Oceanside	41.2	19	Fallbrook	25.9
8	San Diego	40.4	20	Alpine	24.8
9	Imperial Beach	39.1	21	Valley Center	24.1
<b>10</b>	<b>Chula Vista</b>	<b>38.4</b>	22	Encinitas	22.4
11	Vista	35.7	23	Poway	18.2
12	Spring Valley	28.8	24	Ramona	15.1

## CRIME TRENDS

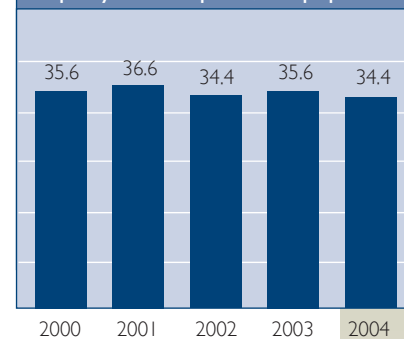
Crimes per 1,000 population: January 2000 - December 2004

	2000	2001	2002	2003	2004
<b>Population</b>	<b>174,319</b>	<b>183,276</b>	<b>190,949</b>	<b>199,680</b>	<b>209,436</b>
Homicide	0.02	0.04	0.03	0.04	0.07
Forcible Rape	0.28	0.38	0.26	0.24	0.24
Robbery	1.50	1.32	1.35	1.25	1.41
Aggravated Assault	3.06	3.33	3.03	2.36	2.28
<b>Violent Crime Total</b>	<b>4.85</b>	<b>5.07</b>	<b>4.67</b>	<b>3.89</b>	<b>4.00</b>
Burglary	6.03	5.51	5.59	5.03	5.65
Larceny	20.58	21.82	19.55	19.80	19.04
Motor Vehicle Theft	8.97	9.31	9.27	10.76	9.75
<b>Property Crime Total</b>	<b>35.58</b>	<b>36.64</b>	<b>34.42</b>	<b>35.59</b>	<b>34.44</b>
Total Part I	40.43	41.71	39.08	39.47	38.45
Total Part II	59.98	67.01	56.22	51.34	46.95
<b>Total Crimes per 1,000</b>	<b>100.41</b>	<b>108.72</b>	<b>95.30</b>	<b>90.81</b>	<b>85.40</b>

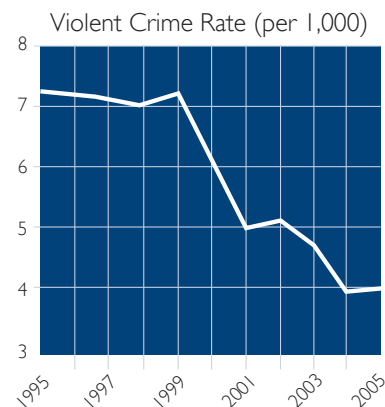
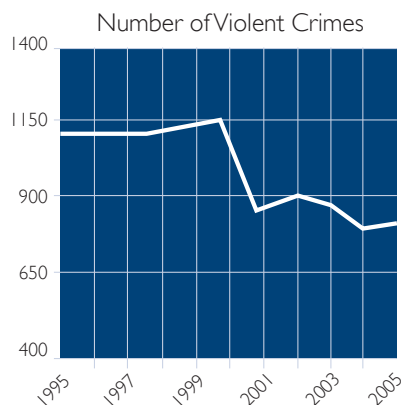
Violent Crimes per 1,000 population



Property Crimes per 1,000 population



## 10 - YEAR VIOLENT CRIME TRENDS



## CITY OFFICIALS

Mayor

**Stephen C. Padilla**

Councilmembers

**Patty Davis**

**John McCann**

**Jerry R. Rindone**

**Steve Castaneda**

Former Councilmember

**Mary Salas**

City Manager

**David D. Rowlands, Jr.**

City Attorney

**Ann Moore**

City Clerk

**Susan Bigelow**



Chula Vista Police Department  
315 Fourth Avenue  
Chula Vista, CA 91910

